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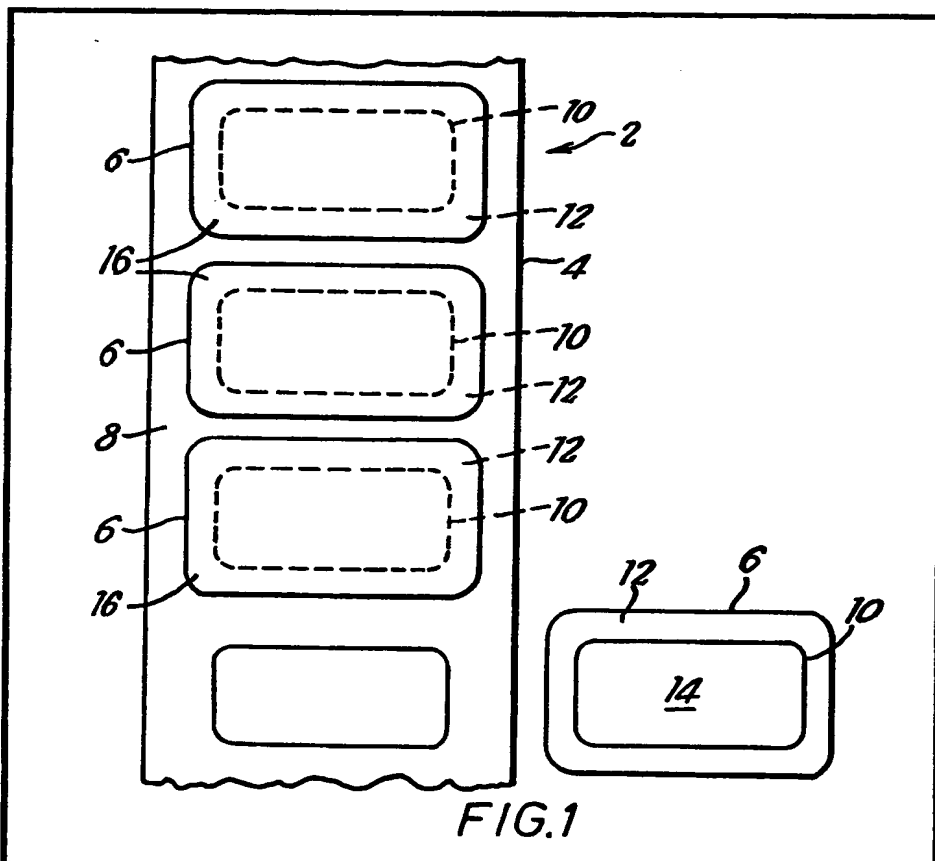
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(54) Labels

(57) A self-adhesive label comprises a front portion 6 having an adhesive rear surface, and a backing adhered to an area 14 of the rear surface thereby leaving a further area 12 of the rear surface adherable to an object. The label preferably carries information on the rear of the backing and the front of the front portion. A continuous backing sheet 4 having a plurality of front portions 6 detachably and adhesively attached thereto may be severed to define individual backing sheet portions 10 which are removed with the portions 6 when the latter are peeled off the sheet 4. In one embodiment, the adhesive allows the labels to be readily removed from an object to which they have been applied. In another embodiment, two lines of perforations

which stand through both the front portion 6 and the backing sheet allow a part only of the portion 6 to be removed from an object to which the label has been applied.



The drawing(s) originally filed was/were informal and the print here reproduced is taken from a later filed formal copy.

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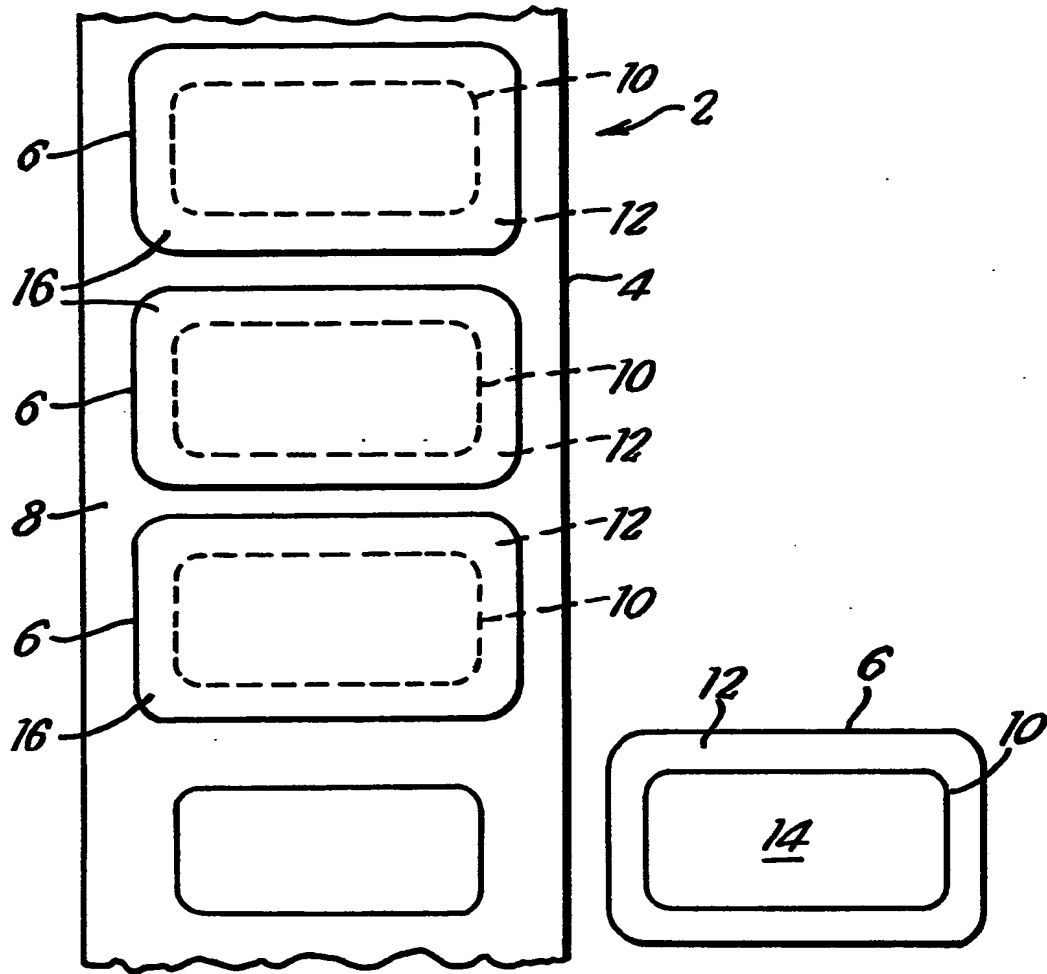


FIG.1

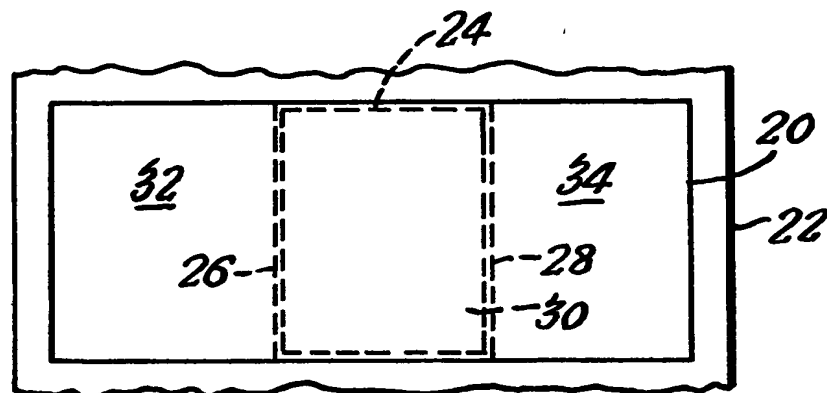


FIG.2

## SPECIFICATION

## Labels

5 This invention relates to self-adhesive labels.

Some manufacturers wish to have labels attached to their products, for example to advertise special offers associated with the products. It is often preferred that the labels

10 be easily detachable from the object. For example, the manufacturer may require that the purchaser remove the label from the product and despatch this when taking advantage of an offer as proof that he has purchased the product.

15 The labels may be initially provided on backing sheets, each backing sheet carrying a plurality of labels detachably and adhesively attached thereto. The labels are peeled off the backing sheet before being applied to the products. The sheet may comprise an elongate strip wound to form a reel. The individual labels can be formed in situ on the backing sheet by severing a continuous front sheet adhesively attached to the backing sheet.

The invention is intended to provide an improved label generally of this type.

20 According to the invention, the backing sheet is severed, or partially severed, to form individual portions which remain attached to areas of the rear surfaces of the labels when the latter are removed from the backing sheet and attached by further areas of their rear surfaces to objects. Each backing portion thus effectively forms part of the label, and information can be printed on the rear surface of the backing portion so that the information can be determined by detaching the label, or part of the label, from the object.

30 In accordance with one aspect of the invention there is provided a label comprising a front portion having an adhesive rear surface, and a backing having a front surface adhesively attached to an area of the rear surface of the front portion, thereby leaving a further area of the rear surface of said front portion adherable to an object, at least a part, to which the backing is attached, of the front portion being, in use, detachable from the object.

The invention also extends to an object carrying such a label.

35 In accordance with another aspect of the invention there is provided a sheet of labels, comprising a plurality of front label portions each provided with an adhesive rear surface, the rear surfaces of said front portions being detachably and adhesively attached to the front surface of a common backing sheet, wherein the backing sheet has been severed, or partially severed, to define individual backing sheet portions attached to areas of the rear surfaces of said front portions thereby to form with said front portions individual labels

and to leave further areas of said rear surfaces of said front portions adherable to an object, at least a part, to which a backing sheet portion is attached, of each front portion being, in use, detachable from the object.

40 In accordance with a further aspect of the invention, there is provided a method of forming a sheet of labels in which a backing sheet for carrying a plurality of front label portions having adhesive rear surfaces detachably and adhesively attached to the front surface of the backing sheet is severed or partially severed to define individual backing sheet portions, the backing sheet being severed or partially severed in such a manner that the rear surface of each front portion has an area to which a backing portion is attached and a further area by which a label formed by the front portion and the backing portion can be adhered to an object, at least a part, to which the backing portion is attached, of the front portion being, in use, detachable from the object.

45 The method preferably further includes the step of severing or partially severing a front sheet having an adhesive rear surface detachably and adhesively attached to the front surface of the backing sheet to define said individual front label portions.

50 The rear surfaces of the backing portions of the labels provide an extra area for carrying information, for example related to special offers. This means that it is not necessary to print all the necessary information on the front portion of the label, thus avoiding the need for labels which are undesirably large, and/or which carry undesirably small print. The rear surfaces of the backing portions could also or alternatively be used by the purchaser, for example for writing thereon his name and address when despatching the label to take advantage of an offer.

55 Another advantage arises from the fact that the rear surface of the backing sheet is not visible until the label is removed from the object. This is particularly useful when a manufacturer provides offers which are conditional upon a purchaser buying a product carrying a label having printed thereon certain information, e.g. a particular symbol. The labels can be provided with different symbols printed on the rear surfaces of the backing portions, so that a purchaser must buy a product and detach the label before he can determine which symbol is printed thereon.

60 The rear surface of the front portion is preferably coated with an adhesive of a type which will permit detachment of the label from the object. Such adhesives are well known in the art. However, it is possible to use instead a permanent adhesive; in this case, a part of the front portion is partially or completely severed from the rest, the backing being attached to this part. This will permit the part to be removed from the object, leaving the rest of the front portion attached

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In the preferred embodiment, the backing portions are completely severed from the backing sheet. However, they can instead be partially severed from the backing sheet, e.g. by perforating the backing sheet or by cutting part-way through the thickness of the backing sheet.

Arrangements embodying the invention will now be described by way of example with reference to the accompanying drawings, in which:

Figure 1 shows part of a sheet of labels in accordance with the invention, with one of the labels detached from the sheet, and

Figure 2 shows a different embodiment of a label in accordance with the invention.

Referring to Fig. 1, a sheet 2 of labels comprises a backing sheet, part of which is indicated at 4, forming a strip which is wound to form a reel. The backing sheet need not be in the form of a strip, and could alternatively simply be a flat sheet.

A plurality of front label portions 6 are attached by their rear surfaces to the front surface 8 of the backing sheet 4. The rear surfaces of the front label portions 6 are coated with an adhesive of a type which permits the portions 6 to be readily attached to and detached from objects. The front surface 8 of the backing sheet 4 is coated with a material which facilitates the detachment of the front label portions 6 therefrom.

The front label portions 6 have been formed from a continuous sheet attached by its rear surface to the backing sheet 4. The continuous sheet has been severed by die-cutting to define the front label portions 6. The remainder of the sheet may then be removed from the backing sheet 4, although this is not essential. The continuous front sheet could instead be partially severed, e.g. by perforating or cutting part-way through the sheet, to define the front portions 6, each front portion 6 being completely severed from the remainder of the front sheet when either the remainder or the front portion is removed from the backing sheet 4.

The backing sheet 4 is severed by die-cutting to form individual backing portions 10. Each backing portion 10 is attached by the whole of its front surface to a central area of the rear surface of a respective front label portion 6. Each front portion 6 and attached backing portion 10 forms a label.

In the drawing, one of the labels is shown removed from the backing sheet 4 and turned over with respect to the other labels on the backing sheet. In peeling off the front label portion 6, the severed backing portion 10 is also removed from the remaining portion of the backing sheet 4. It will be observed that the rear surface of each front label portion 6 has an area 12 which surrounds the central part of the rear surface to which the backing

portion 10 is attached. This area 12 serves to hold the front label portions 6 on the backing sheet 4 until they are peeled off for use, and to attach the label to an object.

Information is printed on the rear surface 14 of each backing portion 10. This information can be determined by removing the label from the object.

Additionally, information is printed on the front surfaces 16 of the front label portions 6, this information being visible when the label is attached to the object.

The severing or partial severing to form the front label portions 6, the severing or partial severing to form the backing portions 10, the printing on the rear surfaces of the backing portions 10, and the printing on the front surfaces of the front portions 6, can be done in any desired order.

The embodiment described above involves labels which are attached to objects by an adhesive of the type permitting the labels to be readily removed. However, this is not essential, and any form of self-adhesive can be used. Fig. 2 shows an embodiment in which a permanent adhesive is used.

In this embodiment, a front label portion 20 has a rear surface coated with a permanent adhesive and attached to the front surface of a backing sheet, part of which is indicated at 22. The backing sheet 22 is severed to define an individual backing portion 24 attached to a central area of the rear surface of the front portion 20.

Two lines of perforations, 26 and 28, which extend through both the front portion and the backing sheet, divide the front portion into a central part 30 and two end parts 32 and 34.

When the front portion is removed from the backing sheet, the individual backing portion 24 remains attached to the front portion. The label is then attached to an object by the permanent adhesive on the rear surfaces of the end parts 32 and 34 of the front portion.

A user may then remove the central part 30 of the front portion, together with the backing portion 24, by tearing along the perforations 26 and 28 in the front portion. The user is thus able to read information printed on the rear surface of the backing portion 24.

It is not essential for the perforations 26 and 28 to extend through the backing sheet. However, if desired, it is possible to eliminate the separate severing or partial severing to define the backing portion 24, and instead use a single set of perforations extending through both the front portion and the backing sheet to define both the backing portion 24 and the central part 30 of the front portion to be detached from the object.

In the embodiment of Fig. 2, the part 30 of the front portion and the backing portion 24 correspond in shape and size. However, this is not essential. Furthermore, it is also possible completely to sever the part 30 of the front

portion from the rest of the front portion.

For example, the backing 24 may extend beyond the edge of the completely severed part 30 of the front portion, so that the backing serves to hold the parts 30, 32 and 34 together. A part of the backing attached to the central area of the part 30 can be partially severed from the rest of the backing, so that when the part 30 is removed from the object the partially severed part of the backing is also removed.

The term "permanent" adhesive refers to an adhesive of a type which will not permit ready detachment of the label from an object (e.g. a soluble adhesive). In fact the adhesive will not prevent detachment of the label from a backing sheet, as the latter has a special coating which is well known in the art, which will facilitate such detachment.

## CLAIMS

1. A label comprising a front portion having an adhesive rear surface, and a backing having a front surface adhesively attached to an area of the rear surface of the front portion, thereby leaving a further area of the rear surface of said front portion adherable to an object, at least a part, to which the backing is attached, of the front portion being, in use, detachable from the object.

2. A label as claimed in claim 1, wherein the rear surface of the front portion carries an adhesive of a type permitting detachment of said further area from said object.

3. A label as claimed in claim 1, wherein the front portion is severed or partially severed to permit detachment of said part of the front portion.

4. A label as claimed in claim 3 wherein the rear surface of the front portion carries a permanent adhesive.

5. A label as claimed in any preceding claim, wherein the backing carries information on a rear surface thereof.

6. A label as claimed in any preceding claim, wherein said further area surrounds the area to which the front surface of the backing is attached.

7. A label as claimed in any preceding claim, in which the front portion carries information on a front surface thereof.

8. A label substantially as herein described with reference to Fig. 1 or Fig. 2 of the accompanying drawings.

9. An object carrying a label as claimed in any preceding claim, said further area of the rear surface of the front portion of the label being adhered to the object, and at least said part of the front portion being detachable from the object.

10. A sheet of labels, comprising a plurality of front label portions each provided with an adhesive rear surface, the rear surfaces of said front portions being detachably and adhe-

sively attached to the front surface of a common backing sheet, wherein the backing sheet has been severed, or partially severed, to define individual backing sheet portions attached to areas of the rear surfaces of said front portions thereby to form with said front portions individual labels and to leave further areas of said rear surfaces of said front portions adherable to an object, at least a part, of which a backing sheet portion is attached, of each front portion being, in use, detachable from the object.

11. A sheet of labels as claimed in claim 10, wherein the rear surface of each front portion carries an adhesive of a type permitting detachment of said further area from said object.

12. A sheet of labels as claimed in claim 10, wherein each front portion is severed or partially severed to permit detachment of said part of the front portion.

13. A sheet of labels as claimed in claim 12 wherein the rear surfaces of the front portions carry a permanent adhesive.

14. A sheet of labels as claimed in any one of claims 10 to 13, wherein the individual backing sheet portions carry information on their rear surfaces.

15. A sheet of labels as claimed in any one of claims 10 to 14, wherein the front portions have been formed by severing or partially severing a continuous sheet attached by its rear surface to the front surface of said backing sheet.

16. A sheet of labels as claimed in any one of claims 10 to 15, wherein the further area of the rear surface of each front portion surrounds the area to which the individual backing sheet portion is attached.

17. A sheet of labels as claimed in any one of claims 10 to 16, wherein each said front portion carries information on a front surface thereof.

18. A sheet of labels as claimed in any one of claims 10 to 17, the sheet comprising an elongate strip wound to form a reel.

19. A sheet of labels, substantially as herein described with reference to Fig. 1 or Fig. 2 of the accompanying drawings.

20. A method of forming a sheet of labels in which a backing sheet for carrying a plurality of front label portions having adhesive rear surfaces detachably and adhesively attached to the front surface of the backing sheet is severed or partially severed to define individual backing sheet portions, the backing sheet being severed or partially severed in such a manner that the rear surface of each front portion has an area to which a backing portion is attached and a further area by which a label formed by the front portion and the backing portion can be adhered to an object, at least a part, to which the backing portion is attached, of the front portion being, in use, detachable from the object.

21. A method as claimed in claim 20, wherein the rear surface of each front portion carries an adhesive of a type permitting detachment of said further area from said object.

5 22. A method as claimed in claim 20, further comprising the step of severing or partially severing each front portion to permit detachment of said part of the front portion.

10 23. A method as claimed in claim 22, wherein the rear surface of each front portion carries a permanent adhesive.

24. A method as claimed in any one of claims 20 to 23, further comprising the step of severing or partially severing a continuous  
15 front sheet having an adhesive rear surface detachably and adhesively attached to the front surface of the backing sheet to define said front label portions.

25. A method as claimed in any one of claims 20 to 24, in which the backing sheet is severed in such a manner that said further area of the rear surface of each front portion surrounds the area to which the backing portion is attached.

25 26. A method as claimed in any one of claims 20 to 25, further including the step of printing information on the rear surface of each backing portion.

30 27. A method as claimed in any one of claims 20 to 26, further including the step of printing information on the front surface of each front portion.

35 28. A method of forming a sheet of labels, substantially as herein described with reference to Fig. 1 or Fig. 2 of the accompanying drawings.

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